

# NEXTWAVE

OPE CONSUMER INTELLIGENCE  
LEADING THE FUTURE



## BATTERY ADOPTION

- Transition from gas to advanced battery ecosystems
- Platform ecosystems Satisfaction, runtime & expectation



## ROBOTIC MOWERS

- Awareness → Trial
- Property readiness
- Barriers & motivators
- Feature value (RTK AI)
- Price sensitivity
- Owner profiles



## SMART-CONNECTED OPE

- Smart-home readiness
- App usage & comfort
- Feature expectations
- Integration (Alexa, Google, HomeKit)
- Privacy & security

NEXTWAVE™ brings together the three forces shaping the future of OPE: Electrification • Automation • Smart-Integration



## Package Components

The following is a summary of the information components and content of each of the reports available in the NextWave Consumer Attitude program.

All reports will have a PowerPoint presentation as a primary deliverable with a full array of content and summary information as noted later in this document. There will be select analysis based on cross tabs and related summaries. Our goal is to provide an easy-to-use information tool to help teams make better decisions. These will be delivered to clients electronically and they will be able to print components as needed on the tool.

## Total Package – All Areas & Reporting

This is our full program, contains ALL of the content available from the study.

### Screening & Demographics - 14 Data Points

- Location Designation – Urban, Suburban or Rural
- State & Region – Including Snow State Designation
- Property & Secondary Property Ownership
- HOA Participation
- Yard Size
- Gender & Generational Group
- Marital Status & Children
- Income
- Race
- Key Industry Involvement

### Product Information - 44 Data Points

- Product Ownership & Intent – 21 Categories – Including Snow
- Brand Ownership & Primary Brand

### Battery Power Adoption – 40 Data Points

- Current & 2yr Percent of Total Equipment in Battery
- First Battery Equipment
- Channel Usage
- Power Levels for Battery Equipment
- Interchangeable Battery Level
- Key Battery Adoption Attitudes
- Power Source Strength – Battery vs Gas – Handhelds, Walk Behinds & Riding Options
- Traditional Power Tool Extension to OPE
- Battery Tool Satisfaction Levels

- Comparison Satisfaction Levels for Gas
- Likelihood to Purchase Battery in Next Purchase

### **Robotic Mower Adoption – 71 Data Points**

- Percent Owners & Intenders
- Reasons for Purchase
- Contact with Other Owners
- Number of Brands Considered
- Length of Ownership
- Greatest Strengths & Pain Points
- Installation Process
- Brands Owned
- Channels Used
- Amount Paid
- Lifetime Expectations & Repurchase
- Robotic Mower Attitudes
- Top Brands
- Maximum Investment Measurement
- Knowledge Level
- Attribute & Feature Measurement
- Future Timing & Intent to Purchase
- Key Barriers to Adoption

### **Smart Home Adoption & OPE Apps – 22 Data Points**

- Technology Adoption Comfort
- Adoption Segmentation Groups – Innovator, Early Adopter, Early Majority, Late Majority & Laggards
- Adoption of Key Smart Home Tools & Technology
- Use of Smart Home Hubs
- Desire for OPE Technology & Related Value
- New Concept Testing
- Unmet OPE Needs

### **Battery Package – Battery Areas & Reporting**

This is a specialty package with information related to Battery Adoption and shows the content available from this portion of the study.

### **Screening & Demographics - 14 Data Points**

- Location Designation – Urban, Suburban or Rural
- State & Region – Including Snow State Designation
- Property & Secondary Property Ownership
- HOA Participation
- Yard Size
- Gender & Generational Group
- Marital Status & Children
- Income
- Race
- Key Industry Involvement

### **Product Information - 44 Data Points**

- Product Ownership & Intent – 21 Categories – Including Snow
- Brand Ownership & Primary Brand

### **Battery Power Adoption – 40 Data Points**

- Current & 2yr Percent of Total Equipment in Battery
- First Battery Equipment
- Channel Usage
- Power Levels for Battery Equipment
- Interchangeable Battery Level
- Key Battery Adoption Attitudes
- Power Source Strength – Battery vs Gas – Handhelds, Walk Behinds & Riding Options
- Traditional Power Tool Extension to OPE
- Battery Tool Satisfaction Levels
- Comparison Satisfaction Levels for Gas
- Likelihood to Purchase Battery in Next Purchase
- Technology Adoption Comfort
- Adoption Segmentation Groups – Innovator, Early Adopter, Early Majority, Late Majority & Laggards

### **Robotic Mower Package – Robotic Mower Areas & Reporting**

This is a specialty package with information related to Robotic Mowers and shows the content available from this portion of the study.

### **Screening & Demographics - 14 Data Points**

- Location Designation – Urban, Suburban or Rural
- State & Region – Including Snow State Designation
- Property & Secondary Property Ownership
- HOA Participation
- Yard Size
- Gender & Generational Group
- Marital Status & Children
- Income
- Race
- Key Industry Involvement

### **Product Information - 44 Data Points**

- Product Ownership & Intent – 21 Categories – Including Snow
- Brand Ownership & Primary Brand

### **Robotic Mower Adoption – 71 Data Points**

- Percent Owners & Intenders
- Reasons for Purchase
- Contact with Other Owners
- Number of Brands Considered
- Length of Ownership
- Greatest Strengths & Pain Points
- Installation Process
- Brands Owned
- Channels Used
- Amount Paid
- Lifetime Expectations & Repurchase
- Robotic Mower Attitudes
- Top Brands
- Maximum Investment Measurement

- Knowledge Level
- Attribute & Feature Measurement
- Future Timing & Intent to Purchase
- Key Barriers to Adoption
- Technology Adoption Comfort
- Adoption Segmentation Groups – Innovator, Early Adopter, Early Majority, Late Majority & Laggards

## **Smart Tech Package – All Areas & Reporting**

This is a specialty package with information related to Smart Home Adoption & OPE and shows the content available from this portion of the study.

### **Screening & Demographics - 14 Data Points**

- Location Designation – Urban, Suburban or Rural
- State & Region – Including Snow State Designation
- Property & Secondary Property Ownership
- HOA Participation
- Yard Size
- Gender & Generational Group
- Marital Status & Children
- Income
- Race
- Key Industry Involvement

### **Product Information - 44 Data Points**

- Product Ownership & Intent – 21 Categories – Including Snow
- Brand Ownership & Primary Brand

### **Smart Home Adoption & OPE Apps – 22 Data Points**

- Technology Adoption Comfort
- Adoption Segmentation Groups – Innovator, Early Adopter, Early Majority, Late Majority & Laggards
- Adoption of Key Smart Home Tools & Technology
- Use of Smart Home Hubs
- Desire for OPE Technology & Related Value
- New Concept Testing
- Unmet OPE Needs

## **Other Reporting Content**

The goal of the NextWave program is to provide OPE professionals with a strong and current base of knowledge to make better product and marketing decisions in the future. Leede has worked to create a full information program, typical of the work we complete with leading brands in the category. The following is additional content that is part of the overall information program: (Segment reports contain only related specific content)

- ***Industry Brief by Segment – Battery, Robotic & Smart Tech in OPE***
- ***Leede Augmented Insights Review of Content***
- ***Executive Summary & Key Findings***
- ***Sentiment Analysis by Key Segment***
- ***Product Implications***
- ***Marketing Implications***
- ***AI-based Personas by Key Segment***
- ***Cross Tab Summary Table***
- ***Cross Tabs – Excel Format w/Sig Testing – 10 to 15 individual cross tabs***
- ***Cross Tab – Key Findings & 10 Learnings for each***

## Brand Neutrality

The goal of the NextWave Consumer Program is to provide OPE leadership with a neutral source of information to benefit the future of consumer OPE. While Leede does capture brand related information as part of the overall study, we are NOT offering any competitive brand information in the study package and reporting. There are options that will allow clients to understand their brand information in this report and compare that information to ALL OTHER brands gathered in the study.

Reporting options include a Client Brand Option. In selecting this option, the client will receive an additional cross tab containing the results of the information package they selected specifically for their brand and reviewed against the All Other Brands group. This will allow for significance testing and comparison across the related information, whether the full content or specific segment. There will also be a special Brand Specific report and summary of all cross tabs and how they relate to the selected brand.

## Custom Data Runs

The NextWave program represents an incredible data resource for deeper review and analysis of key points of interest from our clients. While we are not making the full data set available, we are offering the ability to generate specific content and information through additional cross tabs or statistical analysis of the data. Please note that competitive brand-specific content will NOT be available. This analysis includes Leede's exclusive Augmented Insights tools, bringing together custom trained research and OPE AI tool with Leede's 40+ years of market research expertise. Ask your Leede representative for more information and specific quotes.

## Report Options

The following are reporting options and tools that will be available from the NextWave:

Report	Investment	Client Branded Option
Battery Conversion & Adoption	\$2,995	\$1,250
Autonomous Mower Adoption	\$2,995	\$1,250
Smart Home & OPE Apps	\$2,795	\$1,250
Full Report	\$7,695	\$2,950
Custom Data Runs & Review	TBD on Request	Included on Request

**Client Branded** option includes an additional cross tab reviewing the client brand against ALL OTHER brands tracked in the study. This will include a summary review of that information and special key findings and recommendations for the brand in both product development and marketing. Clients with multiple brands can be accommodated by individual or grouped brands upon request.

**NextWave™** gives OPE leaders a clear, data-driven view of consumer evolution in battery equipment, robotics, and smart-connected tools—empowering better product decisions, stronger positioning, and sharper competitive strategy. Contact [terry@leede.com](mailto:terry@leede.com) to place an order or for more information and to schedule a discussion.

